

Usability Study Results

Average Numerical Scores

- Initial Impression:
 - Use of Graphics: 3.17/5
 - Use of Fonts/Colors: 2.67/5
 - Organization/Spacing: 2.83/5
 - Ease of Use: 3.50/5
- Registering as a charity
 - Use of Graphics: 1.33/5
 - Use of Fonts/Colors: 1.83/5
 - Organization/Spacing: 1.33/5
 - Ease of Use: 1.50/5
- Donating Tickets
 - Use of Graphics: 2.33/5
 - Use of Fonts/Colors: 2.17/5
 - Organization/Spacing: 2.00/5
 - Ease of Use: 2.00/5
- Usefulness of any help features 1.33/5
 - Users commented they wish a help feature or a FAQ page existed
- Safety and Security 3.17/5

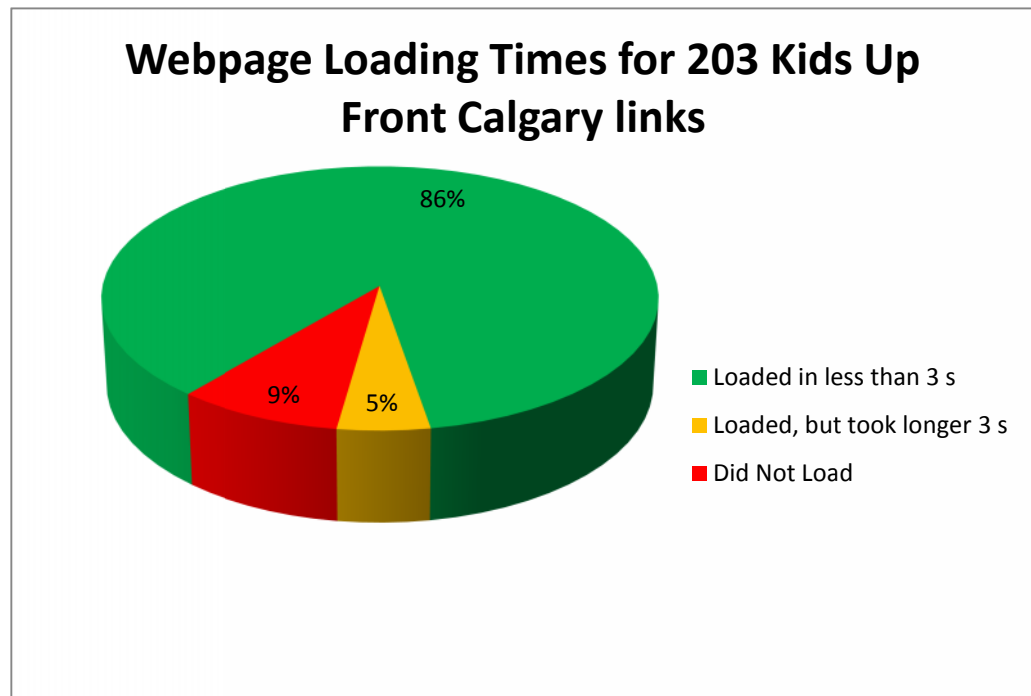
Comparison between Calgary and Edmonton

- Which site has easier navigation? 100% say Edmonton
- Which site is more interesting? 100% say Edmonton
- Which site has more useful links? 100% say Edmonton
- Which site is better overall? 100% say Edmonton

Task Data

- Registering as a Charity
 - Users with no experience of Kids Up Front
 - Average # of links clicked while attempting to complete task: 13.5
 - Average time spent reading web pages for task: 395.78 seconds
 - Users experienced with the Kids Up Front website
 - Average # of links clicked while attempting to complete task: 6.5
 - Average time spent reading web pages for task: 58.78 seconds
 - What does this mean?
 - The learning curve on the Kids Up Front Calgary website for agency partners is **statistically significant in terms of time required to complete the task** (one-tailed two-sample t-test, $t = 2.6972$, $df = 4$, $p < 0.05$). This implies that the website is one that is *not* easy to use, as you have to get used to where things are on the website before you can find stuff.
 - This is supported by verbal comments and frustration shown by novice survey takers – more than one novice user commented that if they weren't doing the survey, they wouldn't have even bothered to stay on the site, and one user even ended up at the registration form for CanadaHelps.org instead of for Kids Up Front because that was easier to find...this means that the learning curve is steep enough **to turn away potential agency partners**.
- Donating Tickets
 - Users with no experience of Kids Up Front
 - Average # of links clicked while completing task: 3
 - Average time spent reading web pages for task: 344.53 seconds
 - Average % of information the users actually found: 67.86%
 - Users experienced with Kids Up Front website:
 - Average # of links clicked while completing task: 3
 - Average time spent reading web pages for task: 86.83 seconds
 - Average % of information the users actually found: 100.00%
 - What does this mean?
 - The learning curve on the Kids Up Front Calgary website for potential ticket donors, while being insignificant in terms of number of links (meaning that the right PAGE is easy to find), **is statistically significant in terms of time required to complete the task** (one-tailed two-sample t-test, $t = 5.6719$, $df = 4$, $p < 0.05$). This implies that even though the right PAGE is easy to find, the INFORMATION itself on the page is not.
 - Once again, verbal and written frustration supports this observation. The learning curve for potential donors is steep enough **to turn away potential ticket donors**.

- Page Load Times
 - Average Page Load time (not including pages/links that did not load): 1.71 seconds
 - This load time is VERY fast. Likely due to a lack of graphical elements on the webpage. The fast load time indicates that Kids Up Front can **increase the number of graphics on their page WITHOUT worrying about load times being too long.**
 - Broken Links:



Comments on the Survey

- How can Kids Up Front Calgary improve the site's *visual appeal*?
 - "There is no color – the site is boring, even annoying. It's ugly and does not hold my attention at all. It needs color!"
 - "Put a couple more pictures of happy kids, boldly write important information and use useful headings like "Register Your Charity" and "Donate Now"
 - "Use nice fonts and add more colors"
 - "[Use] more graphics and less of a white background"
- What could Kids Up Front Calgary do to improve the site's *ease of use/help features*?
 - "Organize the most important info to pop out or show up first"
 - "They need to organize the information better. This site isn't helpful. Sitting here searching for information may just change my mind about donating – it's not worth the hassle."
 - "Make their links bigger and bolder"

- Use big, bold headings and clearly labeled words in headings like 'Register Your Charity'. Also, make the site more colorful and appealing"
- "There's too much to read on this site. Every single page you go to has tons of reading to do. It takes forever!! Reduce the amount of text, especially on the homepage and other pages people commonly go to. Also, make the links *task-oriented* instead of categorized the way they are now."
- How could Kids Up Front improve your *sense of security* while dealing with them?
 - "Make their site look more professional"
 - "Have a privacy policy clearly accessible. It's a good start with the CRA information easily available..."
 - "If they improve their website, people may think they're actually a valid organization and actually trust them"
- The *best* part about the website
 - "The logo with the happy face" ← 4 people
 - "Pictures of the kids" ← 3 people
 - "Tab bar on the top of the page" ← 2 people
- The *worst* part about the website
 - "The organization is horrible" ← 4 people
 - "The font"
 - "The time required to search for information"
- Additional comments
 - "I truly did not enjoy using this website, and I didn't find it useful"
 - "Make this site more appealing and colorful, and give more information about what Kids Up Front is. Advertise the Kids Up Front brand better"
 - "Add color, make the site more FUN!!! The information is okay overall but the look must be improved"
 - "The website needs a professional look badly. The Edmonton one is a good start. It's far more organized and easier to read. And there's so many links on the Calgary one that don't work"